Doctor—as Judge

PHILIP MORRIS suggests *you* judge . . . from the evidence of your own *personal* observations . . . the value of PHILIP MORRIS Cigarettes to your patients with smokers' cough.

PUBLISHED STUDIES* SHOWED 3 OUT OF EVERY 4 CASES CLEARED COMPLETELY ON CHANGING TO PHILIP MORRIS

But naturally, no published tests, no matter how authoritative, can be as completely convincing as results you will observe for yourself.

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*Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154. Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60

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Source: https://www.industrydocuments.ucsf.edu/docs/jhlk0000